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Recommended Citation

University of Montana–Missoula. Office of University Relations, "CU officials calls for citizens' group to evaluate radio, TV" (1969). *University of Montana News Releases, 1928, 1956-present*. 4478.
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CU OFFICIALS CALLS
FOR CITIZENS' GROUP
TO EVALUATE RADIO, TV

MISSOULA--

An official of the nation's largest consumer advisory organization said Saturday that President Nixon should appoint a citizens' commission to study the impact of radio and television and make recommendations for using the two media in the nation's best interests.

Walker Sandbach of Mount Vernon, N.Y., executive director of Consumers Union (CU), publisher of Consumer Reports, suggested during the Western Montana Consumer Education Conference (WMCEC) at the University of Montana here that radio and TV, including advertising, be programmed "on the basis of what's best for our children, ourselves and our society" rather than "on the basis of what will make the most money."

"If it is true that television has more influence on us and our children than church, school, and even the home," Sandbach asked, "isn't it time for all of us to take a long hard look at what we are getting from our TV stations, and do something about it if we don't like what we see?"

Sandbach noted that the proposed citizens' commission should study the total impact of the broadcast media, not just educational television.

During his speech, in which he considered a number of pressing consumer problems, Sandbach also criticized the tire industry for "dragging its feet at every opportunity" on the question of quality grading for tires.

Tests, he said, showed that relative tread life of the tires tested ranged from 15,000 to 40,000 miles, while cost per 10,000 miles for a set of four tires could range from \$40 to \$127.

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"Isn't this the kind of information that all consumers should have?" he asked.

CU is a nonprofit organization, providing information and counsel on goods and services for consumers. Its monthly magazine, Consumer Reports, has a circulation of more than 1.3 million.

Sandbach has been executive director of CU since 1965.

The WMCEC was sponsored at UM by the UM Department of Home Economics, the Federal Drug Administration and the Missoula Chamber of Commerce.

A number of 15-minute information sessions covering such topics as mail fraud, credit counseling and health frauds were included in the day's sessions by representatives of federal, state and private organizations.

Conference coordinator was Mrs. Billie Anne Swartz of Lolo, a UM home economics instructor. Conference theme was "The Consumers' Marketplace."

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